Fifth Edition



# E-COMMERCE

An Indian Perspective





P.T. Joseph, S.J.

# **E Commerce Perspective P T Joseph**

**R Barnett** 

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build useful e commerce applications The book features several comprehensive and diverse case studies and data on Indian corporations as well as multinational companies showing success and failure of their Web based electronic business models Coverage of a broad range of topics including the latest developments in technology as well as taxation issues makes the book a solid introductory text for the rapidly expanding number of courses in e commerce for the students of business management and commerce at undergraduate and postgraduate level and also for the students pursuing courses in computer applications information technology and computer science engineering KEY FEATURES Provides coverage of all elements of e commerce including customer relationship supply chain management e payment e security mobile commerce and Web designing Addresses key legal issues related to taxation including GST privacy copyright and so forth Gives the end of chapter Internet search exercises to help students develop analytical skills Defines key technical terms in the glossary NEW TO THE SEVENTH EDITION Updated tables and figures throughout the book Business analytics which is transforming e commerce is included in the eleventh chapter on Portals for Business Analytics Updated History of E commerce Augmented the chapter on Business Models for E commerce E marketing is being transformed by new technologies hence the topic is included E payment systems are changing dramatically and online payment is increasing hence the topic is introduced

The Indian National Bibliography ,2017-04 Indian National Bibliography B. S. Kesavan,2009 Canadiana ,1989-06 National Union Catalog ,1982 Includes entries for maps and atlases

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